

**Goodwood/Highgate Community Financial Services Limited**

# Partnership Expectations

September 2024



# Partnership levels and expectations

Level	Gold	Silver	Bronze
Investment	Up to \$6000	Up to \$4000	Up to \$2000
Comment	Must be for season greater than 10 weeks	Must be for season greater than 10 weeks	Can be for a shorter season or multiple events
Club membership	>150	>150	>50
Category exclusivity	Y	Y	Y
Logo recognition			
Team uniforms			
Playing stadium and/or club room			
Logo on Club email signature and letterhead			
Website			
Storytelling opportunities			
Activations to build connection eg drinks on us, raffles			
Social Media			
Direct Marketing Opportunity to membership base			
Website and/or newsletter			
Invitation to Club Events			
Opportunity to talk at Club Events			
Correct use of logo and naming convention - Community Bank Goodwood			
Business referrals			
Deliver all obligations contained in proposal			

# Partnership levels and expectations

## Calendar

	Applications Due	Live	Review
Summer Grants	End August	October to March	June
Winter Grants	End February	April to September	November

Silver and Gold repeat sponsorship is contingent on Clubs providing CBG with evidence of meeting obligations e.g. social snips, website snips, referral data etc.

# Who are we and what is our story?



# The Narrative

## The Community Bank Goodwood Story

The Bendigo Community Bank Goodwood branch is a shining example of how a local banking initiative can transform a community. This story begins with a vision shared by a group of passionate Goodwood residents who, while watching the exit of traditional banks servicing the area, saw the need for a community bank that went beyond financial transactions. They wanted a bank that would invest in the community's future, support local projects, and foster economic growth.

With the support of Bendigo and Adelaide Bank, the Community Bank Goodwood branch was established in 2005. From its inception, the branch was dedicated to the well-being of the Goodwood community, guided by the philosophy that banking should contribute to the broader social, environmental and economic health of the area.

The cornerstone of the Community Bank Goodwood's mission is its commitment to reinvesting up to 80% of profits into the community. Unlike traditional banks, where profits are typically funnelled to shareholders, the Community Bank directs a share of its profits towards local projects, initiatives and community clubs. This model has allowed the bank to fund a wide array of community programs, including infrastructure improvements and support for local sports clubs. Aligning with the mantra of Profit with Purpose, since 2005 it has contributed \$500,000 to the local Goodwood and surrounding community.

One of the most compelling aspects of the Community Bank Goodwood's story is its focus on partnerships and collaboration. The bank works closely with local organisations, schools, and community groups to identify and support projects that meet the community's needs. These partnerships have led to the successful implementation of numerous initiatives that have had a lasting positive impact on Goodwood.

## The Narrative

### The Community Bank Goodwood Story cont....

The bank's staff are integral to its success, not only providing excellent financial services but also actively participating in community life. They understand the unique needs of their customers and are dedicated to helping them achieve their financial goals. This personal touch has built strong relationships and deep trust between the bank and the Goodwood community.

Over the years, the Community Bank Goodwood has made significant contributions to local projects and community clubs. These efforts have also fostered a sense of pride and ownership among Goodwood residents, as they see their local bank playing a pivotal role in the community's development.

The Bendigo Community Bank Goodwood's branch is more than just a financial institution; it is a cornerstone of the community. Its story is a testament to the power of local initiative and the profound impact that community-focused banking can have. By prioritising the needs of Goodwood and its people, and reinvesting in its future, the bank has helped to build a stronger, more vibrant community.

In essence, the Community Bank Goodwood's story is one of vision, dedication, and community spirit. It illustrates how a bank, driven by a commitment to local development, can make a meaningful difference in the lives of its people. As the Goodwood Community Bank continues to grow and evolve, it remains steadfast in its mission to support and uplift the community it serves.

## The Narrative

### 70-word story

Community Bank Goodwood offers personalised financial services to the Goodwood community. It focuses on supporting local projects and clubs, fostering community growth, and providing great service.

Up to 80% of the Banks profits are reinvested into the community, enhancing local infrastructure, and promoting social, environmental and economic development.

Aligning with the mantra of Profit with Purpose, since 2005 it has contributed \$500,000 to the local community.

## The Narrative

### 100-word Story

Community Bank Goodwood serves the Goodwood community with a range of personalised banking and financial services. Committed to local development, it reinvests up to 80% of its profits into community projects and clubs, supporting initiatives that enhance local infrastructure, education, and social services.

Aligning with the mantra of Profit with Purpose, since 2005 it has contributed \$500,000 to the local community.

The bank prides itself on great customer service, fostering strong relationships with its clients. By prioritising community needs and contributing to economic growth, Community Bank Goodwood plays a vital role in strengthening the social fabric and economic development of the Goodwood area.

# The Narrative

## 200-word story

Community Bank Goodwood is part of the Bendigo and Adelaide Bank network, dedicated to providing comprehensive banking and financial services to the Goodwood community. The local branch emphasises personalised customer service, ensuring that the financial needs of individuals and businesses are met with tailored solutions and with a local presence. What sets Community Bank Goodwood apart is its commitment to reinvesting up to 80% of its profits back into the community.

Aligning with the mantra of Profit with Purpose, since 2005 it has contributed \$500,000 to the local community.

The Community Bank Goodwood operates on the philosophy that a thriving community benefits everyone, and its efforts are directed towards fostering economic growth and enhancing the quality of life for residents and businesses. By funding local groups, the bank helps to build a stronger, more resilient community, ensuring that resources are directed where they are most needed. Additionally, Community Bank Goodwood collaborates with local organisations and stakeholders to identify and address community priorities, making it a cornerstone institution in the area. Through its community-focused approach and dedication to customer satisfaction, Community Bank Goodwood plays a crucial role in the social and economic development of Goodwood.



 **Bendigo Bank**

Community Bank  
Goodwood